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TO : Commissioner for Patents
Mail Stop: Amendments

FROM : Michael J. Marcin, Esq. of Fay Kaplun & Marcin, LLP)

DATE : March 5, 2008

SUBJECT : U.S. Patent Appln. Serial No. 10/014,194
for *Method and Apparatus for Recommending Items of Interest to a
User Based on Recommendations for One or More Third Parties*
Phillips Ref.: US 010571

NUMBER OF PAGES INCLUDING COVER : 9

MESSAGE:

Please see attached.

Thank you.

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Attorney Docket: US 010571

IN THE UNITED STATES PATENT AND TRADEMARK OFFICERECEIVED
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MAR 05 2008

Inventor(s) : Gutta et al.
Serial No. : 10/014,194
Filing Date : November 13, 2001
For : Method and Apparatus for Recommending Items of Interest to a User
Based on Recommendations for One or More Third Parties
Group Art Unit : 2623
Examiner : Hunter B. Lonsberry
Confirmation No. : 3031

Mail Stop: Amendment
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P.O. Box 1450
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(571) 273-8300


By:  Date: March 5, 2008
Michael J. Marcin, Esq. (Reg. No. 48,198)

TRANSMITTAL

Transmitted herewith please find a Response to the Non-Final Office Action mailed on December 5, 2007 for filing in the above-identified application. No fees are believed to be required. However, the Commissioner is hereby authorized to charge the **Deposit Account of Fay Kaplun & Marcin, LLP NO. 50-1492** for any additional required fees. A copy of this paper is enclosed for that purpose.

Respectfully submitted,

Dated: March 5, 2008

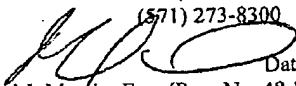
By: 
Michael J. Marcin, (Reg. No. 48,198)

Attorney Docket: US 010571

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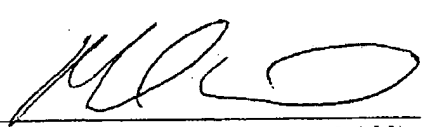
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Dated: March 5, 2008

By: 
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Attorney Docket No. US010571US

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Inventor(s) : Gutta et al.
Serial No. : 10/014,194
Filing Date : November 13, 2001
For : METHOD AND APPARATUS FOR RECOMMENDING
ITEMS OF INTEREST TO A USER BASED ON
RECOMMENDATIONS FOR ONE OR MORE THIRD
PARTIES

Group Art Unit : 2623
Examiner : Hunter B. Lonsberry
Confirmation No. : 3031

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Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

RESPONSE

In response to the Non-final Office Action mailed on December 5, 2007, please consider the following remarks.